

2007

LOUISIANA TECHNOLOGY COUNCIL

SPONSORSHIP

INVESTMENT & MARKETING

OPPORTUNITIES

LOUISIANA TECHNOLOGY COUNCIL

1215 Prytania Street Suite 301 | New Orleans, LA | 70130

TEL 504.304.2910 | FAX 504.304.2905 | www.LTC-LA.org

EXPAND YOUR REACH
Partner with the Council

Is your company looking for a unique way to

- Increase visibility in the marketplace?
- Gain access to business leaders?
- Market your products and services?
- Broaden your professional and networking opportunities?
- Communicate your commitment and support of the technology industry in Louisiana?
- Entertain and support your clients?
- Get more business?

Look no further than the advertising, sponsorship, and marketing opportunities available to you through the Louisiana Technology Council's publications, marketing materials, Special Interest Groups, events and other programs. With a variety of partnering options available, we guarantee that your firm will find an opportunity that fits your mission, business goals and budget.

OUR SUPPORTERS

Through the support and services that we provide to our nearly 400 member companies, the Louisiana Technology Council (LTC) is a vital contributor to the creation, growth and success of Louisiana's technology businesses and the economic development of the region and the State of Louisiana. With the mission statement, **"Louisiana - Tech Capital of the South®"** the Council's principle function is to provide technical, administrative and economic assistance to companies that produce, use and implement technology throughout the State.

Since its founding in 1994, the Council has grown to become the largest, self-supported technology association in the Gulf South representing and touching thousands of individuals and business entities throughout Louisiana.

With the generous support of our partners, members and organizations like yours, the Louisiana Technology Council will provide quality events, programs, and value-added support services to our membership, helping them to grow and be more competitive in the marketplace.

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Council Publications

The Louisiana Technology Council offers distinct marketing opportunities to disseminate information, ideas, assistance and expert knowledge helping companies located in and serving Louisiana's technology needs to succeed.

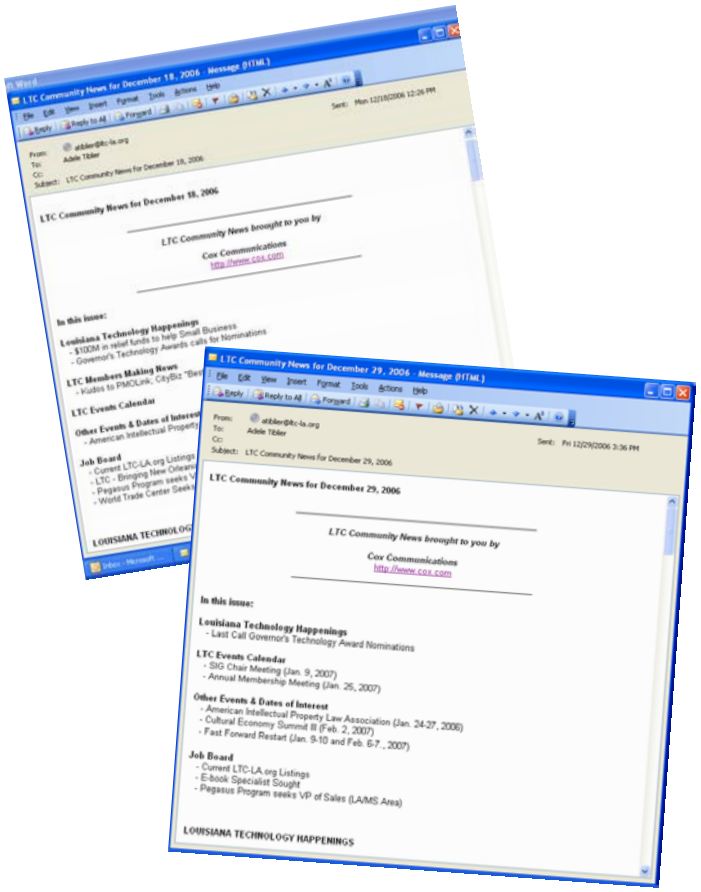
Our combined offerings are distributed to thousands of readers and interested parties, offering your organization the ability to target your message to every level from users of technology to decision-makers in the community. Oftentimes, our events and programs are carried by various media outlets.

LTC COMMUNITY NEWS

Community News is a bi-weekly publication that is distributed via email around the 15th and 30th of each month to a database of approximately 3,000 subscribers with new subscribers signing on daily. Those who receive Community News represent both members and non-members of the LTC, consisting of technology and business leaders, technologists, government and military, educators and all others who have an interest in business and technology. All email recipients have opted-in to receive these newsletters.

LTC's Community News:

- Reports on Louisiana technology initiatives happening in our region and across the state;
- Informs and promotes upcoming technology and strategic events;
- Makes strategic and informational announcements regarding our Member companies;
- Educates the community on technology success stories;
- Lists employment opportunities with member and non-member companies throughout the State;
- Markets and promotes notable accomplishments of our members, giving them added visibility in the marketplace;
- Provides information to the community that can help promote the technology industry for our region.



Benefits of Community News sponsorship include:

- Email distribution of newsletter to approximately 3,000 opt-in email subscribers.
- Inclusion of hyperlink to your company's web site in the newsletter.
- All email newsletter sponsors will be featured in future LTC PowerPoint Presentations at LTC events where appropriate and at the Annual Membership Meeting.
- Annual sponsorship receives listing on LTC web site as the LTC's newsletter sponsor.

SPONSORSHIP INVESTMENT

One-time Email Newsletter Sponsorship: $375

Annual Newsletter Sponsorship (22-24 occurrences): $4,800

* Up to two sponsors per newsletter. Subject to Change at any time.

Annual Membership Directory

The **Louisiana Technology Council Membership Directory and Resource Guide,** in conjunction with Renaissance Publishing Group, is published annually providing concise and comprehensive listings of the Council's nearly 400 member companies. The Membership Directory has become the authoritative resource for the technology industry and business community across the region and within the State.

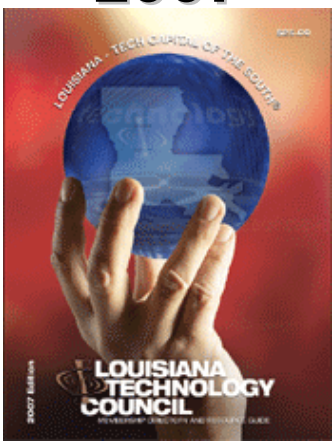
Over 15,000 directories are printed and distributed statewide every year. In addition, directories are used throughout the year as an additional resource distributed by LTC at trade shows, job fairs, events and other special occasions.

Advertising Investment - Page Rates

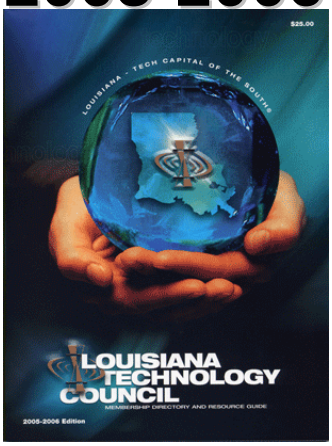
Back Cover	**$3300**
Inside Front Cover	**$3000**
Inside Back Cover	**$3000**
Company Profile (Full Page) *(including writer & photo)*	**$3300**
Full (non-bleed)	**$2500**
Full Page	**$2500**
1/2 H (non-bleed)	**$1500**
1/4 Square	**$750**
1/8 Business Card	**$300**

All advertising is coordinated through Renaissance Publishing. Rates are subject to change.

2007



2005-2006



2004



LTC Web Portal

In 2006, the LTC implemented a new web portal with the goal of providing more content and service delivery to our membership and the business community. The LTC web site has consistently generated over 25,000 page views per month, with approximately 400 unique visitors per day, an increase over 100% in the past two years. With more information distributed, including our online news postings, job board, resumes, Community News, and event calendar, we expect much greater traffic through the coming year.

As a primary sponsor of the LTC web portal, your company logo will be prominently displayed on almost every LTC page. In addition, LTC Web sponsors will receive a FREE Tech Tuesday sponsorship (a $2,500 value) and two sponsorships of the LTC Community Email Newsletter (a $740 value).

Sponsorship offering includes the following:

- Email to entire database announcing Web sponsorship
- Corporate logo and link to company web site on LTC home page and throughout site including event registration pages.
- Inclusion on the sponsorship section of LTC Web site listing your firm as an official sponsor.
- Two-time recognition in Community News, the LTC's bi-weekly electronic newsletter (sent to approximately 3,000 recipients as the official sponsor of the LTC Web site (a $750 value).
- Free one time co-sponsorship of a Tech Tuesday event ($2,500 value) including opportunity to give a 1 to 2 minute presentation of what your firm does at the event in addition to having a display table manned by any of your employees in order to market and promote your products and services at the Tech Tuesday event.
- Complete listing with phone numbers and names of all the people who signed up and attended the Tech Tuesday event when you were a sponsor.
- Inclusion as sponsor on PowerPoint presentation at future Tech Tuesday events and other future events as appropriate





Sponsorship Investment

Co-sponsorship package for LTC Web site: **$600/month**
(Includes co-sponsorship of Tech Tuesday event)

Minimum contract for Web sponsor: **12 months**
(To receive Tech Tuesday and Community News sponsorships)

EXECUTIVE CONNECT WEB SITE

Executive Connect® is an online Web-based auction program (www.executiveconnect.org) where prominent people (CEO's, CFO's, CIO's, government officials, entertainers and others in the region) agree to be auctioned off for lunch. This program allows professionals to network and "connect" with people in the business community that they would not normally have access to.

How does this program work? Like most online auctions, visitors to the site submit bids online. Auctions will be displayed for approximately 2 to 3 weeks, then 4 to 5 days prior to the close of auction, the bids go silent. This is the last attempt for folks to secure the person they wish to lunch with, but without the knowledge of what the current highest bid is. At the end of the silent period, the highest bidder is guaranteed the opportunity to take a prominent leader to lunch. LTC members automatically receive a 10% discount off their bid, if confirmed as the winning bidder.

New business leaders, entertainers, and other public figures will be auctioned off every month.

As a primary sponsor of the LTC's Executive Connect Web site, your company logo will be prominently displayed on every page. In addition, each LTC Executive Connect sponsor (maximum of two) will receive additional sponsorships as noted below.

SPONSORSHIP INVESTMENT

Sponsorship package for Executive Connect web site: **$450/month**

Minimum contract for Web sponsor: **12 months**
(To receive web portal and Community News sponsorships

Average Page Views *(during auction)* **5,500**



Sponsorship offering includes the following:

- Email to entire database (approximately 3,000 subscribers) announcing Executive Connect Web sponsorship
- Company logo and link to company web site on ExecutiveConnect.org
- Sponsorship Section of LTC Web site – Listing your firm on the LTC Web site as an official sponsor of the LTC Web site.
- Two-time recognition in LTC bi-weekly email newsletter (sent to approximately 3000 email addresses) as the official sponsor of the LTC's Executive Connect program (a $750 value).
- A one time sponsorship of the LTC web portal site (a $600.00 value)
- Two sponsorships of any Special Interest Group meeting (excludes CIO and Women in Technology and Web e-commerce) (a $1,000 value)
- Name as sponsor on PowerPoint presentation at future LTC events and at the Annual Membership Meeting and other future events as appropriate

COUNCIL EVENTS, PROGRAMS AND SERVICES

In addition to servicing and supporting our over 400 member companies, the Louisiana Technology Council is also an event and program focused organization, devoted to brining quality events that network, educate, inform, and connect decision makers, business owners, sales executives, developers and others together throughout the region and the State. Through meetings, event series, luncheons, forums, job fairs, fund raisers, and awards programs, the LTC engages businesses throughout Louisiana to become a part of making Louisiana – Tech Capital of the South. ®

The following showcases our quality initiatives and gives your business excellent exposure in marketing and promoting your products and services and your organization. Your investment in these types of events also supports the LTC and the development of the area's technology industry..

LTC Board Meetings

The Louisiana Technology Council's Board of Directors meet on the fourth Wednesday of every odd month (January, March, May, July, September, November), except in November when the LTC Operational Board meets on the third Wednesday of the month. The LTC Board (made up of approximately 45 business leaders) meets to generally discuss the following:

- To review the minutes of the prior Board meeting,
- To receive reports from the LTC President on activities and significant happenings
- To allow Board Committees to make their report (finance, nominations, grant, legal and compensation etc.),
- To receive reports from Special Interest Group Chairs of each Groups activities
- To discuss strategies, plans and new business opportunities for moving the LTC and technology community forward.

The LTC Board consists of approximately 45 Operational Board members and approximately 10 Advisory Board members. All of the members of the board represent some of the most powerful and influential people in business, technology and government within Louisiana.

Sponsorship Investment

Single one-time Monthly Board Sponsorship: **$750**

Annual Board Sponsorship: **$2,500**
(Six meetings)

Subject to Change at any time



Sponsorship offering includes the following:

- Sponsor will be able to make a one time 5 – 10 presentation to the LTC board on their company and/or products or services
- Sponsor will be included in all emails sent to all Board members listing them as a Sponsor for calling meetings and providing information to them (done at least two times prior to each meeting)
- Sponsor will be recognized as such in the bi-weekly LTC community email newsletter (a $375 value).
- Sponsor will receive a complete listing with phone number and names of each Operational Board member in a spreadsheet format.
- Sponsor will be featured in future LTC PowerPoint Presentations at LTC events where appropriate.

LTC Board Meeting Snapshot

Expected Attendance: 30 to 40 Business Leaders
Cost for attendance: None
Date: 4th Wednesday of every odd month (except in November; 3rd Wednesday)
Location: 1215 Prytania St, 2nd Floor Assembly (subject to change)
Format: Review of LTC activities and discussion of strategies and initiatives upcoming
Participants: Top technology and business leaders in the marketplace
Time: 7:30 – 9:00 AM
Food and Drinks: Coffee and pastries served

SIG MEETINGS
(SPECIAL INTEREST GROUP)

The LTC has several Special Interest Groups (SIG) that meet generally on a quarterly basis. Each SIG has there own mission statement and hold individual quarterly events. Each quarterly event focuses primarily on a topic of interest pertinent to the group or specific niche within their respective interest or industry.

Special Interest Group meetings can only be attended by LTC members. Guests are invited if they show an interest in becoming an LTC member and/or are interested in participating within the group. All LTC members can participate and attend any SIG meeting. In many cases, a sponsor will also present on the topic of interest of their choice to a SIG as long as it is educational in nature.

Current Special Interest Groups include:

- Homeland Security
- Intermodal and Transportation
- Software
- Technology and Entertainment (EnterTECH)
- Oil and Gas
- Web e-commerce (*Web Wednesday, pg.*)
- Small Business CEO
- Military
- Networking
- Student for Technology
- Women in Technology Society (WITS) (*WITS sponsorship, pg.*)
- CIO Roundtable (*CIO sponsorship, pg.*)

SPONSORSHIP INVESTMENT

Sponsorship of one SIG meeting: **$300 - $750**

Sponsorship of Annual SIG meetings: **$1,000 - $2,000**

Sponsorship offering includes the following:

- Banner display at the event.
- Email to all LTC members and in some cases non-members of the LTC with you listed as sponsor.
- Opportunity to give a presentation about your organization and what you do at the SIG event
- Listing of your firm on the LTC Web portal as an official sponsor of the SIG event and recognizing you as a sponsor
- Display table or information can be distributed by your employees to all SIG attendees so that you can market and promote your organization.
- Listing with phone number and names of SIG attendees and others who signed up and attended the SIG event
- Name as sponsor in future LTC PowerPoint Presentations at LTC events where appropriate and at the Annual LTC Membership Meeting.
- One time sponsorship of the bi-weekly LTC community email newsletter (emailed to approximately 3000 addresses).

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SIG Meeting Snapshot

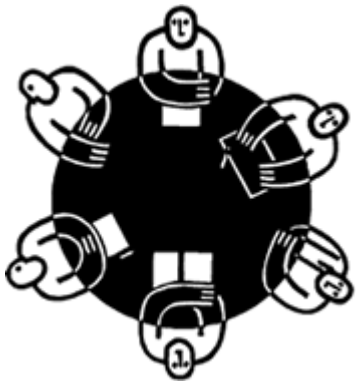
General attendance: LTC Members only, between 12 and 125 attendees
Cost for attendance: Free
Location: Varies, hotel location, business meeting room, or equivalent
Date: Done quarterly (scheduled by SIG chair)
Time: Vary from 8:00 – 9:30 AM; 11:30 – 1:30 PM; 5:00 – 6:30 PM (each SIG will have their own individual time slot for their meeting)
Food and drink: Generally provided by the LTC depending on time of meeting

CIO Roundtable

The CIO Roundtable is a quarterly event with a focus primarily on a topic of interest that is presented to top level LTC member CIO's and in some cases CEO's. The topic typically focuses on providing education, industry standards, new technologies, security and other information that could be pertinent in assisting CIO's in performing their duties. In many cases, a sponsor will also present on the topic of interest of their choice as long as it is educational in nature and not sales directed. The CIO Roundtable is an excellent forum for educating CIO's on specific technologies that might assist them in their overall job responsibilities.

Sponsorship offering includes the following:

- Banner display at the event.
- Email to all LTC CIO members and in some cases non-member CIO's of the LTC with you listed as sponsor.
- Opportunity to give a short presentation about your organization and what you do at the event
- Opportunity to give a specific educational presentation to CIO Roundtable attendees
- Listing of your firm on the LTC Web portal as an official sponsor of the CIO Roundtable event and recognizing you as a sponsor
- Display table or information can be distributed to the attendees marketing and promoting your organization.
- Listing with phone number and names of all the CIO's and others who signed up and attended the CIO Roundtable event
- Name as sponsor in future LTC PowerPoint Presentations at LTC events where appropriate.
- One time sponsorship of the bi-weekly LTC community email newsletter (emailed to approximately 3,000 addresses – a $375 value).



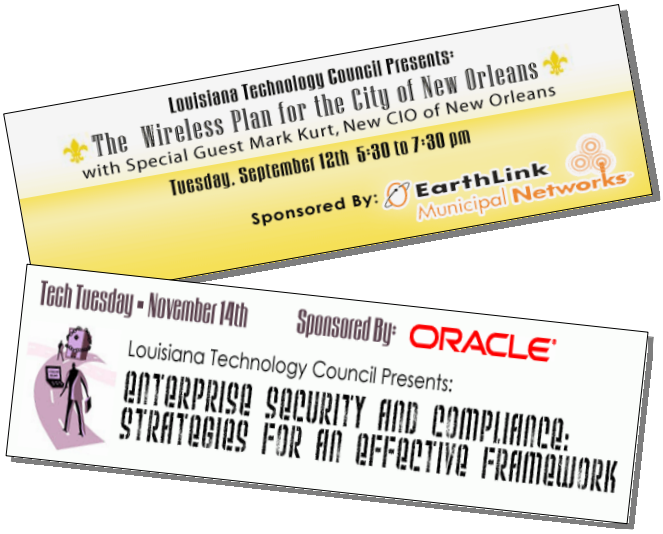
CIO Roundtable Snapshot

General attendance: Approximately 30 - 40 LTC Member CIO's
Cost for attendance: Free
Location: Stewart Enterprises, 1333 Clearview Parkway, Jefferson, LA
Date: Done quarterly (March, June, September, December)
Time: 11:30 – 1:30 PM
Food and drink: Lunch provided by the LTC

Sponsorship Investment

Sponsorship of one CIO Roundtable: **$1,750**
Subject to Change

TECH TUESDAY SERIES



The LTC presents Tech Tuesday monthly events focus on a topics of community interest (generally technology related) that provides educational and/or pertinent information to both LTC and non-LTC members. In some cases, the Event Sponsor is also the presenter of the topic of their choice, as long as it is educational in nature for the attendees.

The Tech Tuesday Series is an excellent forum for educating the public on specific initiatives that might help them with the growth of their business, new and available advances in technology, or services and offerings that may help them to save costs. It is also an excellent networking event

Sponsorship offering includes the following:

- Banner display at the event.
- Email to all LTC members and non-members of the event with you listed as sponsor (total distribution of about 2,800) sent at least two times prior to the event.
- Greater New Orleans Inc. as applicable will email/fax to their members listing you as sponsor and the nature of the event
- Opportunity to give a 3 - 5 minute presentation about your organization and what you do at the event
- Listing of your firm on the LTC Portal Web site as an official sponsor of a Tech Tuesday event
- Listing of sponsorship on the LTC web site with link and logo to your web site.
- Each sponsor will receive a free sponsorship of the LTC's Community Email Newsletter (a $375 value)
- Display table can be set up and can be manned by any of your employees so that you can market and promote your organization.
- Complete listing with phone number and names of all the people who signed up and attended the event will be provided.
- Name as sponsor in future LTC PowerPoint Presentations at LTC events where appropriate.

Tech Tuesday Series Snapshot

General attendance: 75 to 150 (will vary depending on topic)
Cost for attendance: Generally free for LTC members, $25 per non-member (subject to change)
Location: 1215 Prytania Street, 2nd floor Assembly Room
Date: Second Tuesday of Every Month
Time: 5:30 – 7:30 PM
Food and Drink: Light food and beverages
Door prizes: Optional

SPONSORSHIP INVESTMENT

Exclusive Sponsorship:	**$3,500**
Co-Sponsorship package: *(Maximum of two)*	**$2,000**

Subject to Change at any time

Web Wednesday Series

The LTC's Web Wednesday Series (a bi-monthly event) offers a focus on web related and ecommerce educational, networking, and business content and opportunities. This series is specifically focused toward individuals and organizations responsible for web and ecommerce activities, either for themselves their own company or as an offered service.

Web Wednesdays are designed to help organizations with their web development and ecommerce initiatives. This series is an excellent forum for educating the public on specific initiatives that might help them with the growth of their business via the Web, online marketing techniques to increase brand awareness, or learning about online money and time saving tools to affect their bottom line.

Sponsorship offering includes the following:

- Banner display at the event.
- Email to all LTC members and non-members of the event with you listed as sponsor (total distribution of about 3,000) sent at least two times prior to the event.
- Greater New Orleans Inc. as applicable will email/fax to their members listing you as sponsor and the nature of the event
- Opportunity to give a 3 - 5 minute presentation about your organization and what you do at the event
- Listing of your firm on the LTC Portal Web site as an official sponsor of a Web Wednesday event and recognizing you as a sponsor
- Listing of sponsorship on the LTC web site with link and logo to sponsor web site.
- Display table can be set up and can be manned by any of your employees so that you can market and promote your organization.
- Complete listing with phone number and names of all the people who signed up and attended the event will be provided.
- Name as sponsor in future LTC PowerPoint Presentations at LTC events where appropriate.



Web Wednesday Series Snapshot

General attendance: 25 to 50 attendees (varies depending on topic)
Cost for attendance: Free for LTC members, $20 per non-member
General Location: 1215 Prytania Street, 2nd Floor Assembly room
Date: Third Wednesday of every other month (Jan., March, May, July, Sept., Nov.)
Time: 7:30 – 9:00 AM
Food and Drink: Coffee and pastries

Sponsorship Investment

Annual Sponsorship: *(Maximum of two)*	**$1,875**
Sponsorship of Single Web Wednesday: *(Maximum of two)*	**$ 375**

Subject to change at any time

EXECUTIVE LUNCHEONS

Each year the LTC hosts a number of luncheons featuring various government or high level technology or chief executives from various organizations to present to the business and technology community on a specific topic or theme that is of interest and/or relevant to the region.

Sponsorship offering includes the following:

- Banner display at the event
- Email is sent to all Louisiana Technology Council (LTC) members and non-members with sponsor and logo listed as part of the email sent at least twice prior to the event.
- Inclusion in all press releases sent out by the LTC's PR Firm to all media outlets (print, radio and TV) listing you as a sponsor and to promote the event
- Each sponsor is given 3 to 5 minutes to present their organization during the event.
- First sponsor who commits will be given the opportunity to introduce the Executive Speaker.
- Logo and sponsorship of your organization will be listed on LTC Web site (www.LTC-LA.org) for registration purposes up to the day of the event.
- Each sponsor will be listed as an official sponsor and recognized on LTC-LA.org.
- Each Sponsor will receive a free one-time sponsorship of the LTC's Email Community Newsletter (distributed twice a month; a $375 value)
- Each sponsor will receive a display table that can be manned by employees of the Sponsorship Company as a way to market and promote your organization.
- Sponsor will receive a luncheon table for 10.
- Sponsor receives a complete listing of attendees including contact information.
- Sponsors name will appear in future LTC PowerPoint Presentations at LTC events where appropriate.
- Each sponsor will have a short individual meeting with the speaker prior to the event officially starting. Each sponsor will have one seat at the head table with the speaker.

In the past such dignitaries that have been the focus of this series have included Senators David Vitter and Mary Landrieu, Congressman Bobby Jindal, national CIO's and others.



Executive Luncheon Snapshot

Expected attendance: 75 to 150 (depending on executive)
Cost for attendance: $50 for LTC members, $75 per non-member (subject to change)
Date of Luncheon: Generally quarterly
Format: Executive presentation with Q & A following
Participants: Business and technology community
Time: 11:00 – 1:00 PM (Lunch is included)
Location: At a local hotel or dining establishment

SPONSORSHIP INVESTMENT

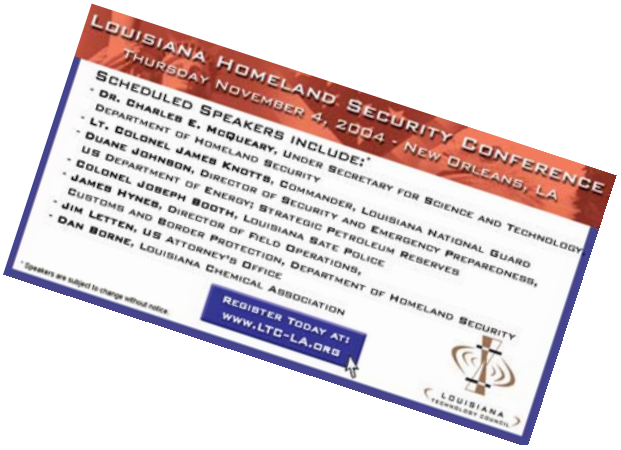
Total Sponsorship Investment: **$3,500 - $5,000 per sponsor**

(Price may vary depending on speaker)

(Maximum of two sponsors per luncheon event)
Subject to change at any time

HOMELAND SECURITY FORUM

On an annual basis, the Louisiana Technology Council implements a combined Federal and State Homeland Security event that focuses on a variety of federal and state homeland security initiatives and issues. The theme of the event generally focuses on the significance that technology plays in the overall homeland security efforts of our country and the state of Louisiana and how companies can participate.



Focus in previous years has centered on the Role of Technology in Homeland Security, how Louisiana companies can participate both at the federal and state level, the progress that has been made at all levels of government and what additional help is still needed.

Each year prominent speakers at the Federal, State, City and business environment participate, in the past the Director of Science and Technology from the Department of Homeland Security (DHS) in Washington. State and City leaders responsible for homeland security efforts and Homeland Security experts from across the country are also presenters. Homeland security companies (via booth sponsorships) also are able to showcase their security products and services to these leaders and all attendees. This is a day long event with approximately 5 – 7 speakers addressing a particular topic or theme in the homeland security arena. The event is open to the public. In the past, Homeland Security attendees have come from across the country.

The event is promoted across the Gulf South and in some cases via other technology councils across the country. Signature and supporting sponsors are invited to attend a dinner with the speakers on the night before the event, are recognized in the program and have the opportunity to say a few comments on the day of the event. The LTC's Annual Forum on Homeland Security is an excellent forum for companies to showcase their homeland initiatives, meet the leaders in the homeland security arena and understand the needs and requirement of both federal and state government and the business community.

Homeland Security Forum Snapshot

Expected attendance: 200+ (based on previous conferences). Consists of many high level officials in the area, both from government and business
Location: Local hotel or conference Center
When: April of each calendar year
Time: 8:30 – 4:00 PM
Food and Drinks: Breakfast and lunch included
Individual Cost: $200 for LTC Members; $275, non-LTC member
(subject to change)

SPONSORSHIP INVESTMENT

Signature Sponsorship: *(maximum of two)*	**$10,000**
Supporting Sponsorship: *(maximum of three)*	**$ 5,000**
Booth Sponsor: *(maximum of 20)*	**$1,000**

The information contained in this sponsorship opportunity is subject to change at any time.

HOMELAND SECURITY FORUM (CONT'D)

Sponsorship offering includes the following:

- Email is sent to all LTC members and non-members on the event with each organization listed as a sponsor (total distribution of about 3,000) at least twice prior to the event.
- All sponsors are recognized in the LTC's community email newsletter, distributed bi-weekly
- Print advertisements (up to two) in the local newspaper and/or other business publications detailing the event and listing the signature and supporting sponsors.
- A blast fax is sent to a fax database at least one week prior to the event with sponsors listed.
- GNO Inc., as appropriate, will also announce to their distribution list the event and list the sponsors.
- Press release will be sent to all media outlets (print, radio and TV) listing sponsors of the event. Radio, TV and print coverage is expected and sponsors will receive all media recognition as appropriate.
- Signature sponsors will receive interview with radio and TV.
- Sponsors will be listed on the LTC Web site as an official sponsor of the National Homeland Security Forum for entire year.
- Forum is designed for discussion and feedback by attendees. A conference report along with PowerPoint Presentations may be provided to signature sponsor only.
- Signature sponsor will be allowed to make a 1 – 2 minute presentation to all conference attendees at the beginning of the event.
- Signature sponsor will received two sponsorships in LTC's bi-weekly Community Email Newsletter (a $750 value).
- Signature sponsor will receive a two months of sponsorship on the LTC Web portal site (a $1,200 value).
- Signature sponsor will receive complete listing with phone number and names of all forum attendees, including speakers.
- All Sponsors will be included in future LTC PowerPoint Presentations and at selected LTC events where appropriate.
- Signature and supporting sponsorship will have one representative attend a reception and dinner meeting with all selected speakers and local government officials, done the night prior to the event.
- Sponsors will receive top billing on all media communications and follow up.
- Signature Sponsors will receive four enrollments to the event at no additional charge. Supporting sponsors will receive two attendees.
- Each sponsor receives a 10 x 10 display booth at the event at no additional charge.
- Booth sponsors will receive recognition in the printed program and one person to the event.

Telecom Panel Forum



TELECOM PANEL FORUM

Each year the LTC hosts a Telecom Panel Forum which presents telecom initiatives that may impact the future of the industry, present changes that are going on based on critical events (i.e. Hurricane Katrina), effects of mergers and acquisitions, and much more. Two moderators will participate including a Public Service Commissioner when available. The panel allows up to five companies the opportunity to participate, on a first come first serve basis. It is an opportunity for each panelist to market and promote their organization and give attendees an opportunity to hear more about what their company is doing in the industry and what might set them apart from others. Each panelist is provided 5 to 7 minutes to present their organization with follow-up questions from the audience and the moderators. The LTC prepares a list of questions and distribute to each panelists for preparation, approximately one week prior to the day of the event. The moderators will also review and present questions from the audience.

Telecom Forum Snapshot

Expected Attendance: 100+
Cost for attendance: $20 LTC members, $35 per non-member (subject to change)
Date: Month of October
Location: Local Hotel or meeting facility
Format: Panel Discussion
Participants: Telecommunications industry professionals
Time: 7:30 – 9:30 AM
Food and Drink: Breakfast provided to all attending

Sponsorship Investment

Total Panel Participation / Sponsorship Investment: **$2,500**
(Maximum of five participants)

Subject to Change at any time

Sponsorship offering includes the following:

- Each sponsor will receive a banner display and table at the event.
- Each sponsor can choose one member from their organization to be on the Panel
- Inclusion in multiple emails sent to all LTC members and non-members with your organization listed as one of the sponsors (total distribution of about 3,000).
- Greater New Orleans (GNO) Inc. will announce to their members (as appropriate) the event and list you as sponsor.
- The LTC's PR company will send (as appropriate) a press release to all media outlets (print, radio and TV) listing each sponsor and panelist.
- Each panelist will provide a 5 - 7 minute presentation about their organization and company initiatives and perspectives on the future of the Telecom Industry
- This event will include support from the Department of Louisiana Economic Development (in emails and mail outs, if applicable)
- Listing of your firm on the LTC Portal Web site as an official sponsor of the Telecom Panel Discussion event and recognizing you as a sponsor for an entire year.
- Each sponsor will be able to set up a display table that can be manned by employees to help market and promote their organization.
- Each sponsor will receive a complete listing with phone number and names of all the people who signed up and attended the event.
- Each sponsor will be featured in future LTC PowerPoint Presentations at LTC events where appropriate.
- Each sponsor will receive a table of 10 attendees for the event at no additional charge

BANKING PANEL FORUM

Each year the LTC hosts a Banking Panel Forum that focuses on recent banking initiatives; which could include, the future of the industry, changes that are going on based on critical events (i.e. Hurricane Katrina), security, effect of mergers and acquisitions, and much more. There will be two moderators for the discussion chosen by the LTC.

The Banking Panel Forum is open to up to five companies for participation, on a first come first serve basis. It is an opportunity for each panelist to market and promote their organization and give attendees an opportunity to hear more about what their company is doing in the industry and what might set them apart from others. Each panelist will give a 5 - 7 minute presentation on their organization with follow up questions from the audience and the moderators. The LTC will prepare a list of questions about a week prior to the day of the event for preparation by each panelist. The moderators will also review and offer questions from the audience. The 2006 Banking Forum event focused on the topic "How is Technology Shaping the Future of the Banking Industry"

Banking Panel Forum Snapshot

Expected Attendance: 100+
Cost for attendance: $20 LTC members, $35 per non-member (subject to change)
Date: Month of October of every year
Location: Local Hotel or meeting facility
Format: Panel Discussion
Participants: Banking industry professionals
Time: 7:30 – 9:30 AM
Food and Drink: Breakfast provided to all attending

SPONSORSHIP INVESTMENT

Total Panel Participation / Sponsorship Investment: **$2,500**
(Maximum of five participants)

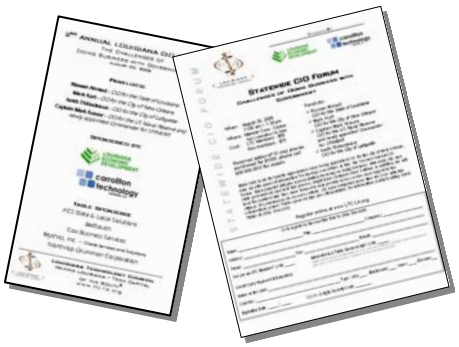
Subject to Change at any time



Sponsorship offering includes the following:

- Each sponsor will receive a banner display and table at the event.
- Each sponsor can choose one member from their organization to be on the Panel
- An email will be sent to all LTC members and non-members of the event with your organization listed as one of the sponsors (total distribution of about 3,000). Email will be sent at least twice prior to the event.
- Greater New Orleans (GNO) Inc. will announce to their members (as appropriate) the event and list you as sponsor.
- The LTC's PR company will send (as appropriate) a press release to all media outlets (print, radio and TV) listing each sponsor and panelist.
- Each panelist will provide a 5 - 7 minute presentation about their organization and company initiatives and perspectives on the future of the Banking Industry
- This event will include support from the Department of Louisiana Economic Development (in emails and mail outs, if applicable)
- Listing of your firm on the LTC Portal Web site as an official sponsor of the Banking Panel Discussion event and recognizing you as a sponsor for an entire year.
- Each sponsor will be able to set up a display table that can be manned by employees to help market and promote their organization.
- Each sponsor will receive a complete listing with phone number and names of all the people who signed up and attended the event.
- Each sponsor will be featured in future LTC PowerPoint Presentations at LTC events where appropriate.
- Each sponsor will receive a table of 10 attendees to the event at no additional charge

CIO Forum



The LTC hosts an Annual CIO Forum and Panel Presentation bringing together top level CIO's from government and the business sector to discuss specific initiatives happening within our state and region. This Forum allows businesses insight into how they might be able to do business with federal, state and local government, along with other business entities.

In 2006, the topic focused on, "Doing Business with Local Government and Large Businesses"; the panel consisted of the newly appointed CIO for the city of New Orleans, as well as CIO's from Lafayette, the Naval Reserve Force and the State of Louisiana, all presenting their thoughts on the topic and answering questions from attendees.

Top level CIO's (generally four) from around the region and country are invited to participate in the CIO Forum and Panel, allowing them each time to make a presentations with a focus on business opportunities and initiatives that could assist the business community with their development.

CIO Forum and Panel Snapshot

Expected Attendance: 150 to 200+ (consists generally of top level executives)
Cost for attendance: $50 LTC members, $75 per non-LTC member
Date: Mid to late August
Location: Local Hotel or meeting facility
Format: CIO presentation and panel discussion
Participants: Top level CIO's from across the region and country
Time: 11:30 – 1:30 PM
Food and Beverage: Lunch provided

Sponsorship Investment

Total Sponsorship Investment Package: **$5,000**
(Maximum of three)

Subject to Change at any time

Sponsorship offering includes the following:

- Each sponsor can put up a banner display at the event in addition to having a display table that can be manned by any of your employees so that you can market and promote your organization.
- Each sponsor will receive a luncheon table for ten at the event
- Each sponsor will be recognized in the printed program on the day of the event and given to every participant
- Each sponsor will have one member sit at the head table with all of the CIO's and will meet with each CIO individually.
- Sponsors are included on multiple event emails sent to LTC members and non-members with you listed as one of the sponsors.
- GNO Inc. will announce to their members (as appropriate) the event and list you as sponsor.
- The LTC's PR firm will send (as appropriate) a press release to all media outlets (print, radio and TV) listing you as a sponsor and to promote the event
- Sponsor will be invited to join the LTC in all public announcements of the CIO Forum (TV and radio).
- Sponsors are given up to 5 minutes to present their organization initiatives at the luncheon.
- Each sponsor will introduce a panelist and will sit at the head table with the panelists.
- Sponsors are listed on the LTC Web Portal site as an official sponsor of the CIO Forum.
- Sponsors receive a complete list of attendees with their contact information.
- Each sponsor will be featured in future LTC PowerPoint Presentations at LTC events where appropriate.

Annual Membership Meeting

At the beginning of each year, the LTC implements its Annual Membership Meeting. The purpose of the meeting is for the President of the Louisiana Technology Council to review the challenges and accomplishments of the LTC from the previous year and then present the LTC's goals, objectives, initiatives and strategies for the upcoming year.

The main mission of the LTC is to help make Louisiana - Tech Capital of the South® and this is the kick-off event of the year. All sponsors for the previous year are recognized by name in the program and special recognition and awards (Platinum, Gold and Silver) are presented to the companies who been the most involved in helping the LTC fulfill its mission.

During the meeting, the LTC's Membership Directory and Resource Guide are distributed; and New Board Members of the LTC are confirmed and recognized, by the membership. Most, if not all members of the Council's Board of Directors, are in attendance at this important meeting of the LTC.

Annual Membership Meeting Snapshot

General attendance: 150 to 200
Cost for attendance: Free to all LTC members and non-members
General Location: Local hotel or establishment
Date: Late January of every year
Time: 5:30 – 7:30 PM
Food and Beverages: Food and soft drinks provided, a cash bar is available.
Other: Door prizes are optional;
Annual Membership Awards are presented

Sponsorship Investment

Exclusive Sponsorship: **$5,000**
Co-Sponsorship package: **$3,500**
(Maximum of two)
(Subject to change at any time)

Sponsorship offering includes the following:

- Banner display at the event.
- Email to all LTC members and non-members of the event with you listed as sponsor (total distribution of about 3,000) sent at least two times prior to the event.
- Greater New Orleans Inc. as applicable will email/fax to their members listing you as sponsor and the nature of the event
- Opportunity to give a 3 - 5 minute presentation about your organization at the event
- Listing of your firm on the LTC Portal Web site as an official sponsor of the Annual Membership event and recognizing you as a sponsor
- Exclusive sponsor will receive a free sponsorship of the LTC's Community Email Newsletter (a $375.00 value)
- Display table can be set up and can be manned by any of your employees so that you can market and promote your organization.
- Complete listing with phone number and names of all the people who signed up and attended the event.
- Name as sponsor in future LTC PowerPoint Presentations at LTC events where appropriate.

Membership Appreciation Event



Each year the LTC generally implements a Membership Appreciation Event. The purpose of the event is basically to thank our members for their support in helping the LTC develop the technology industry and for assistance with our programs, initiatives and strategies. There is no formal program for this event but it is also a way for the LTC to recruit members.

The main mission of the LTC is to help make Louisiana - Tech Capital of the South® and this is a recognition event for our members to express our appreciation. This is usually a Crawfish Boil that takes place in late April or early May.

Membership Appreciation Event Snapshot

General attendance: 100+
Cost for attendance: Free for LTC members, $20 for non-members
General Location: Generally outside at member location or at a special outdoor location
Date: late April or early May
Time: 5:30 – 7:30 PM
Food and Drink: Generally a crawfish boil, with beer and soft drinks provided

Sponsorship Investment

Exclusive Sponsorship:	**$2,500**
Co-Sponsorship package: *(Maximum of two)*	**$1,500**

(Subject to change at any time)

Sponsorship offering includes the following:

- Banner display at the event.
- Email to all LTC members and non-members of the event with you listed as sponsor (total distribution of about 3,000) sent at least two times prior to the event.
- Opportunity to give a brief presentation about your organization and what you do at the event
- Listing of your firm on the LTC Portal Web site as an official sponsor of the Annual Membership Appreciation Event and recognizing you as a sponsor
- Exclusive sponsor will receive a free sponsorship of the LTC's Community Email Newsletter (a $375.00 value)
- Display table can be set up and can be manned by any of your employees so that you can market and promote your organization.
- Complete listing with phone number and names of all the people who signed up and attended the event.
- Name as sponsor in future LTC PowerPoint Presentations at LTC events where appropriate.

Business and Technology Job Fair

"Job-a-palooza" Job Fair – For the past 10 years and since its inception as a non-profit technology organization, the LTC has implemented an annual Job Fair, called "Job-a-palooza", (and in some cases the LTC has done two job fairs in a single year). The purpose of the LTC Job Fair is to help local business, government, educators and technology companies recruit talent to meet their respective employment needs. There are generally 35 vendors who obtain a booth at the LTC Job Fair and the LTC seeks up to five primary Job Fair sponsors for this event.

Job Fair Snapshot

General attendance: 600 – 800 job seekers
Cost for attendance: FREE
General Location: Local Hotel establishment
Date: Early May and/or Late October
Time: 12:00 – 6:00 PM (subject to change)
Food and Drink: Light food and drink for all vendors

Sponsorship Investment

Sponsorship Investment: *(up to five)*	**$1,500 per vendor**
Booth Investments:	
LTC Member:	**$350**
LTC non-member:	**$495**
Education/Non-Profit:	**$200**

Subject to change at any time

Louisiana Technology Council

Job-a-palooza

Business & Technology Job Fair

Sponsorship offering includes the following:

- Email to all LTC members and non-members of the event with you listed as sponsor (total distribution of about 3,000) sent at least twice prior to the event
- Job-a-Palooza printed materials will be posted on bulletin boards at all local higher educational institutions and technical colleges with your sponsorship listing
- Listing of your sponsorship on all classified ads throughout local newspapers, if applicable
- Press release sent to all media outlets (print, radio and TV) listing the sponsors of the event.
- Radio, TV and print coverage is expected including sponsor recognition through media
- Listing your firm on the LTC Web site as an official sponsor of Job-a-palooza for the entire year
- Announcement of your sponsorship on all radio and TV appearances
- Two free booths (side by side) at event with first choice of booth location
- Listing of sponsorship on all printed materials
- Listing with phone numbers of all organizations who acquired a booth at the event
- Named as sponsor in future presentations at LTC events where appropriate
- Free one-month sponsorship of LTC community newsletter (a $375 value).
- Listing of sponsorship on the LTC web site.
- Food and drinks provided to booth sponsors.

HOLIDAY FUND RAISER

On the second Tuesday of every December, the LTC implements its Annual Holiday FUNd Raiser Tech Tuesday event. There is no formal presentation at this Tech Tuesday and the purpose of this event is to raise funds to help foster the development of the technology industry and implementation of the LTC objectives; to provide events, programs and other value added support services for our member companies and the business community. Approximately 100 items are donated to the LTC for a silent auction (there are about 5 auction boards). A DJ or band is contracted for entertainment.

Holiday FUNd Raiser Snapshot

General attendance: 130 - 150
Cost for attendance: $50 per member; $40 for spouse (or $90.00 per couple); $60 per non-member; $40 per spouse (or $100.00 per non-member couple)
Date: Second Tuesday in December of every year
Location: Local Downtown Hotel
Time: 6:00 – 9:00 PM
Food and Drink: Excellent food and drink provided by LTC (mixed drinks are cash only)
Other: Auction boards and door prizes

SPONSORSHIP INVESTMENT

Exclusive Sponsorship:	**$3,950**
Co-Sponsorship Package:	**$2,500**
Auction Booth Sponsor:	**$300**

Numerous Donated Items Sought for Auction
(Maximum of two)
(Subject to change at any time)



Sponsorship offering includes the following:

- Banner display at the event.
- Email to all LTC members and non-members of the event with you listed as sponsor (total distribution of about 3,000) sent at least two times prior to the event.
- Greater New Orleans Inc. as applicable will email/fax to their members listing you as sponsor and the nature of the event
- Opportunity to give a 3 - 5 minute presentation about your organization and what you do at the event
- Listing of your firm on the LTC Portal Web site as an official sponsor of the Annual Membership event and recognizing you as a sponsor
- Exclusive sponsor will receive a free sponsorship of the LTC's Community Email Newsletter (a $375.00 value)
- Display table can be set up and can be manned by any of your employees so that you can market and promote your organization.
- Complete listing with phone number and names of all the people who signed up and attended the event.
- Name as sponsor in future LTC PowerPoint Presentations at LTC events where appropriate

HACKER'S GOLF CLASSIC

For the past several years, the Louisiana Technology Council (LTC) has partnered with **Children's Hospital** to implement our Annual Hacker's Golf Classic. The purpose of this event is to help raise funds not only to help with the implementation of LTC programs and events to help make Louisiana – Tech Capital of the South®, but to also help with the medical service and support provided by Children's Hospital to sick children throughout the metropolitan area. Twenty-five percent of net proceeds go specifically to Children's Hospital and the Children's Miracle Network.

Hacker's Golf Classic Snapshot

General attendance: Between 72 and 100 golfers
Cost for attendance: **(***See sponsorship)t*
General Location: Oak Harbor Country Club or equivalent
Date: First Friday of November
Time: 12:30 – 7:30 PM (Lunch and dinner served)
Other: Ditty bags provided to all golfers, including LTC Golf Shirt. Door prizes and prizes to top teams presented.
Note: The LTC seeks donations for door prizes.



SPONSORSHIP INVESTMENT

Enterprise Sponsor: ($3,000)
- **SIGNATURE SPONSOR**
- Company logo on golf shirts with Children's Hospital
- 2 foursomes
- 2 hole sponsorships
- 8 mulligan tickets
- Company sign or banner displayed at clubhouse
- Company logo on all printed materials, advertisements, email campaigns, and event website at www.ltc-la.org.

Network Sponsor: ($1,500)
- Limited to 2 Sponsors
- 1 foursome
- 1 hole sponsorship (hole #1 or #18)
- 4 mulligan tickets
- Company sign or banner displayed at clubhouse
- Company logo on all printed materials and event website at www.ltc-la.org.

Server Sponsor: ($750)
- 1 foursome
- 1 hole sponsorship
- 4 mulligan tickets
- Company listed on printed materials

Cart Sponsor: ($750)
- Limited to 2 Sponsors
- Company name and logo on all cart signs

Hole Sponsor: ($300)
- 1 hole sponsorship
- Company listed on print materials

Player: ($125)
- Single golfer

LTC Supporter: ($30)
- Join the golfers at 5:30 PM for dinner and awards

Subject to change

EWARDS GALA

Since 2003, the Louisiana Technology Council (LTC), in partnership with GNO Inc**.** and in cooperation with Louisiana Economic Development has produced an Annual eWARDS Banquet, a cooperative program designed to recognize the technological achievements of the greater New Orleans Metropolitan area's top companies, organizations and individuals. eWARDS is a celebration of innovation and achievement for those in the community that have made a positive impact in the technology field for our area over the past year. The local community submits nominations in the following six eWARD categories:

- Outstanding Leadership in Technology
- Technology Educator of the Year
- Growth Company/Organization of the Year
- New Technology Product of the Year
- Technology Transfer Company of the Year
- Best Application of Technology

eWARDS Gala Snapshot

General attendance: 250 to 400 business and community leaders
Cost for attendance: $50 per person
General Location: Local Hotel or Meeting Facility
Date: October of every year
Time: 11:30 – 1:30 PM
Food and Drink: Lunch provided



SPONSORSHIP INVESTMENT

Signature eWARD Sponsor (1) **$15,000**
Limited to one
- Two tables of 10 at the Gala
- 60 second commercial during the Gala production
- Opportunity to meet with Master of Ceremonies and guest speaker(s)
- Seat at the head table next to guest speaker
- Opportunity to address the audience
- Recognition on invitations, print ads, radio and TV spots, email promotions for nominations, attendance and all registration forms
- Recognition throughout on Gala production
- Banner displayed for duration of production
- Opportunity to present an eWARD to recipient
- Opportunity for display table at the event
- Full Page, feature corporate profile in Gala printed program
- Comprehensive list of all attendees to the Gala provided after the event

Supporting/eWARD Sponsor **$5,000**
Limited to five
- One table to the Gala (10)
- Acknowledgement in the printed program
- Seat at head table with other sponsors and guest speaker
- Recognition on screen during Gala production
- Banner display in reception area
- Opportunity to present an eWARD to recipient
- Comprehensive list of all attendees to the Gala provided after the event

Table Sponsor (tables of 10) **$1,000**
- One table to the Gala
- Acknowledgement in the printed program

Individual Tickets **$50.00**

All information and pricing is subject to change without notice.